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FAX COVER SHEET

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Attention:	MAIL STOP AMENDMENT Group Art Unit: 2611 Examiner: Scott Beliveau	Fax:	(571) 273-7343
UNITED STATES PATENT AND TRADEMARK OFFICE		Phone:	(571) 272-7343
Pages:	Cover + 3 + 2 + 16 + 1 = 23	Date:	July 19, 2006
From:	Georgann S. Grunebach Assistant General Counsel	Fax:	(310) 964-0941
		Phone:	(310) 964-4615

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CERTIFICATION OF FACSIMILE TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that this correspondence identified below is being facsimile transmitted to (571) 273-7343 (Examiner Beliveau personal facsimile number), addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on July 19, 2006

Janet Shibata
 Janet Shibata

July 19, 2006
 (Date of Signature)

Telephone No. (310) 964-4615 (Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents

Attorney Docket No. PD-990193

PAGE 5/30 * RCVD AT 11/8/2006 6:37:19 PM [Eastern Standard Time] * SVR:USPTO-EFXXF-3/19 * DNIS:2738300 * CSID:3109640941 * DURATION (mm:ss):07:42

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	Assistant General Counsel	Phone:	(310) 964-4615

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A handwritten signature in cursive script, appearing to read 'Janet Shibata'.

July 19, 2006
(Date of Signature)

Telephone No. (310) 964-4615 (Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents

Attorney Docket No. PD-990193

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03-22-2000

- AMENDMENT TRANSMITTAL (3 pages)
- INTERVIEW SUMMARY (2 pages)
- RESPONSE TO OFFICE ACTION DATED MARCH 25, 2004 (16 pages)
- RETURN POSTCARD ACKNOWLEDGED BY PTO (1 page)

If you do not receive all pages, or pages are not clear, please call Karen Lum at (310) 964-0735.

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007/030

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PATENT
20009/PD-990193

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s):) Title: "Method and Apparatus for
Finseth et al.) Transmission, Receipt and Display of
) Advertisements"
)
Serial No: 09/532,755)
) Group Art Unit: 2611
Filed: March 22, 2000)
) Examiner: Jason J. Chung

AMENDMENT TRANSMITTAL

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Transmitted herewith is a response to the Office action pending in the above
application.

CERTIFICATE OF MAILING (37 CFR 1.8)

I hereby certify that this paper and the documents referred to as enclosed therewith are being deposited with the United States Postal Service as first class mail, postage prepaid, on June 25, 2004 in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.


Mark G. Hanley

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1. Small Entity Status

- ☐ Verified statement(s) claiming small entity status is(are) attached.
☐ Small entity status has been established and is still effective.
☒ Has not been established.

2. Fee for Claims

- ☐ The fee for additional claims [(37 CFR 1.16(b)-(d))] has been calculated as shown below:

					SMALL ENTITY		OTHER THAN A SMALL ENTITY	
	Claims Remaining After Amendment	Highest No. Previously Paid For		Present Extra	Rate	Additional Fee	Rate	Additional Fee
TOTAL	38	MINUS	52	= 0	X 9=	\$	X18=	\$0.00
INDEP.	5	MINUS	5	= 0	X43=	\$	X86=	\$0.00
First Presentation of Multiple Dependent Claim					+145=	\$	+290=	\$
TOTAL ADDITIONAL FEE						\$	OR	\$0.00

3. Method of Payment of Fees

- ☐ Attached is a check in the amount of: \$ _____
☐ Charge Deposit Account No. 50-2455 in the amount of: \$ _____

4. Deposit Account and Refund Authorization ✓

The Commissioner is hereby authorized to charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 1.17 to Deposit Account No. 50-2455. A copy of this Transmittal is enclosed.


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Please refund any overpayment to Grossman & Flight, LLC at the address below.

Respectfully submitted,

GROSSMAN & FLIGHT, LLC
20 North Wacker Drive
Suite 4220
Chicago, Illinois 60606
(312) 580-1020


By:


Mark G. Hanley
Registration No.: 44,736

June 25, 2004

U.S. Serial No. 09/532,755
Attorney Docket No. PD-990193

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Finseth et al.) I hereby certify that this paper (and/or
U.S. Serial No. : 09/532,755) fee) is being deposited with the United
Filed : March 22, 2000) States Postal Service as first class mail
Title : Method and Apparatus for) in an envelope addressed to:
Transmission, Receipt and) Mail Stop Amendment, Commissioner
Display of Advertisements) for Patents, P.O. Box 1450,
) Alexandria, VA 22313-1450 on this
) date:
)
) Dated: June 25, 2004
)
Art Unit : 2611)
Examiner : Jason J. Chung) 

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INTERVIEW SUMMARY UNDER 37 C.F.R. § 1.133

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

On June 22, 2003, the undersigned held a scheduled telephone conference call with Examiners Jason Chung and Vivek Srivastava. Frankie Ho (Reg. No. 48,479) was also in attendance for the telephone conference call.

As an initial matter, the undersigned and Frankie Ho would like to thank Examiners Chung and Srivastava for their time and effort in preparation for and during the telephone conference call.

During the telephone conference call, the parties discussed amending the claims to obtain allowance of the above-referenced patent application. While no agreement was reached regarding particular claim language, the Knee et al. (U.S. Publication No. 2002/0095676 A1) reference was discussed. In particular, the undersigned submitted that in contrast to the system and methods disclosed in the instant application, Knee et al. teach a system that selectively displays advertisements to users based on comparisons between target

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Attorney Docket No. PD-990193

demographic profiles assigned to broadcast advertisements and the demographic profiles of users. The undersigned further submitted that the system and methods disclosed in the instant application selectively display advertisements to users based on comparisons between the attributes (e.g., content) of advertisements and the attributes of programs viewed by the users, thereby eliminating the need to obtain demographic information related to the users.

Respectfully submitted,

GROSSMAN & FLIGHT, LLC
20 N. Wacker Dr.
Suite 4200
Chicago, IL 60606

Dated: June 25, 2009

By: Mark G. Hanley

Mark G. Hanley
Reg. No. 44,736
Attorney for Applicants

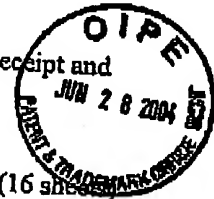
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Docket No. 20009/PD-990193 06/25/04 MGH
The Patent Office is hereby requested to acknowledge receipt of
the following papers by stamping and returning this postcard.

U.S. Serial No. 09/532,755

Inventors: Finseth et al.

For: "Method and Apparatus for Transmission, Receipt and
Display of Advertisements"



Amendment Transmittal (3 sheets)

Response to Office Action Dated March 25, 2004 (16 sheets)

Interview Summary (2 sheets)

w/Certificate of mailing by first class mail dated 06/25/04.

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UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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P.O. Box 1450
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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/532,755	03/22/2000	Craig A. Finseth	PD-990193	8261

20991 7590 10/11/2006

THE DIRECTV GROUP INC
PATENT DOCKET ADMINISTRATION RE/R11/A109
P O BOX 956
EL SEGUNDO, CA 90245-0956

EXAMINER

BELIVEAU, SCOTT S

ART UNIT

PAPER NUMBER

2623

DATE MAILED: 10/11/2006

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OCT 16 2006

PATENTS & LICENSING
CORPORATE OFFICE

Please find below and/or attached an Office communication concerning this application or proceeding.

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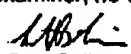
Notice of Abandonment	Application No.	Applicant(s)	
	09/532,755	FINSETH ET AL.	
	Examiner	Art Unit	
	Scott Beliveau	2623	

- The MAILING DATE of this communication appears on the cover sheet with the correspondence address-

This application is abandoned in view of:

- ☒ Applicant's failure to timely file a proper reply to the Office letter mailed on 25 March 2004.
 - ☐ A reply was received on _____ (with a Certificate of Mailing or Transmission dated _____), which is after the expiration of the period for reply (including a total extension of time of _____ month(s)) which expired on _____.
 - ☐ A proposed reply was received on _____, but it does not constitute a proper reply under 37 CFR 1.113 (a) to the final rejection.
(A proper reply under 37 CFR 1.113 to a final rejection consists only of: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114).
 - ☐ A reply was received on _____ but it does not constitute a proper reply, or a bona fide attempt at a proper reply, to the non-final rejection. See 37 CFR 1.85(a) and 1.111. (See explanation in box 7 below).
 - ☒ No reply has been received.
- ☐ Applicant's failure to timely pay the required issue fee and publication fee, if applicable, within the statutory period of three months from the mailing date of the Notice of Allowance (PTOL-85).
 - ☐ The issue fee and publication fee, if applicable, was received on _____ (with a Certificate of Mailing or Transmission dated _____), which is after the expiration of the statutory period for payment of the issue fee (and publication fee) set in the Notice of Allowance (PTOL-85).
 - ☐ The submitted fee of \$ _____ is insufficient. A balance of \$ _____ is due.
The issue fee required by 37 CFR 1.18 is \$ _____. The publication fee, if required by 37 CFR 1.18(d), is \$ _____.
 - ☐ The issue fee and publication fee, if applicable, has not been received.
- ☐ Applicant's failure to timely file corrected drawings as required by, and within the three-month period set in, the Notice of Allowability (PTO-37).
 - ☐ Proposed corrected drawings were received on _____ (with a Certificate of Mailing or Transmission dated _____), which is after the expiration of the period for reply.
 - ☐ No corrected drawings have been received.
- ☐ The letter of express abandonment which is signed by the attorney or agent of record, the assignee of the entire interest, or all of the applicants.
- ☐ The letter of express abandonment which is signed by an attorney or agent (acting in a representative capacity under 37 CFR 1.34(a)) upon the filing of a continuing application.
- ☐ The decision by the Board of Patent Appeals and Interference rendered on _____ and because the period for seeking court review of the decision has expired and there are no allowed claims.
- ☒ The reason(s) below:

Per office records - no official response has been received to date. Pursuant to a conversation with G.Gruebach on 19 July 2006, it was indicated that an official response had been sent and that applicants had in their possession a return receipt postcard. While an unofficial copy of the response was provided to the examiner, no official response was submitted as required.


 Scott Beliveau
 Primary Examiner
 Art Unit: 2623

Petitions to revive under 37 CFR 1.137(a) or (b), or requests to withdraw the holding of abandonment under 37 CFR 1.181, should be promptly filed to minimize any negative effects on patent term.